

orthodox
unorthodox

Are the barbaros of
yesteryear today's
gibbering artists?
Would it be better for ~~any~~
the legitimate audience
to keep its distance?

When an art product once attains
classic status, it somehow becomes
isolated from the human conditions under
which it was brought into being.

John Cage — common thread in 1960s
thought about 'higher state of consciousness'

The Muse herself is not the
author of the story but was
merely present

The Hieroglyphics of
Space Lev
Marwick
History of Nations

To think about my method
What does it mean to be pan-cultural
What is the shift — what is my aim?

Binary oppositions are pairs of
related signifiers (terms and concepts)
theoretical opposites
that are logically opposed to each other

The Modernist Artist eliminates
representation and decoration, and seeks
purity of form and material.
This compulsion is driven
by the fetish of the artwork
for as mechanical reproduction
becomes ever more mimetically efficient, so aura as a commodity becomes
ever more

Gestalt theory — proximity-layering
pushing things together
affect of performance other space

leap in consciousness don't deliver them

the question is will technology
mildly moderate the audience

The contribution of Gestalt
psychology to the active
audience theory of
communication
Don Umphrey

historical
opposition in
CU culture

The Chemistry
of Stories

Documentary modes of
engagement
Hill, A. 2008

Butch
Animation
Video Circuits Experimental
films

the sender-message receiver model
Shannon + Weaver (1949)

foregrounding the interaction/participation
of audience theory

Algorithms bombarding
the audience nations in effect controlling
small communities being swept
aside by a mass public

Plato believed in censoring
this to ensure against civic degeneration

Fragments of
Horror

Journal
Media International Australia,
Incorporating Culture
+ Policy
Vol: 176
Issue: 1
Page 34-51

Gene Youngblood in his lecture 'Secession
from the Broadcast' called for a new
language:
"because new words and new
meanings for old words are
essential for the new understanding
and agreements" that comes of
this inextricable demands. Words
don't express what we think, they
tell us what we think. Thought
is made in the mouth, we need
to think differently, [C.] speak
differently." (p.6)

problematic — in what it is the
audience believes they are
seeing/witnessing

the world is made up
of cinematic dreams

Active Audience Theory: Pendulums
+ Pinballs
David Morley
Journal of Communications
V43 n4 p13-19 Fall 1993

auter theory
The nouveau riches who are an important
by-product of the capitalist system have
felt especially bound to surround themselves
with works of fine art, which being
rare are also costly

Are the barbaros of
yesteryear today's
gibbering artists?

Would it be better for ~~any~~
the legitimate audience
to keep its distance?

When an art product once attains
classic status, it somehow becomes
isolated from the human conditions under
which it was brought into being

John Cage — common thread in 1960s
thought
about 'higher state of consciousness'

The Muse herself is not the
author of the story but was
merely present

orthodox
unorthodox

leap in consciousness don't deliver them

the question is will technology
liberate the audience

The contributions of Gestalt
psychology to the active
audience theory of
communication
Don Umphrey

historical
opposition
culture

The Cinema
of Status

Gene Youngblot
from The Big
Language:
"Because"

ess don't deliver them

will technology
audience

ns of Gestalt
to the active
e theory of
unication
rey

on
ture

g
asis

ry modes of
engagement

08

Fragments of
Horror

Journal

Media International Australia,
Incorporating Culture
+ Policy

Vol: 176

Issue: 1

Page 34-51

Gene Youngblood in his lecture 'Secession from The Broadcast' called for a new language:

"because new words and new meanings for old words are essential for the new understanding and agreements" that crisis of this magnitude demands. Words don't express what we think, they tell us what we think. Thought is made in the mouth. We need to think differently, [...] speak differently." (p. 4)

... in what it is like

Don Umphrey

historical
opposition
culture

The Chemistry of Status

Documentary modes of engagement

Hill, A. 2008

Butoh

Animation

Video circuits ^{*} Experimental films

Problems audience seeing

cultural
my aim)

The Muse herself is not the author of the story but was merely present

The Hieroglyphics of Space

Lev
Marvitch

History of Nations

To think about my methods
What does it mean to be pan-cultural
What is the shift - what is my aim?

Binary oppositions are pairs of related signifiers (terms and concepts)

that are logically opposed to each other.

"The Modernist Artist eliminates representation and decoration, and seeks purity of form and material."

History of Nasology

To think about my methods
What does it mean to be pan-cultural
What is the shift - what is my aim?

Binary oppositions are pairs of related signifiers (terms and concepts) theoretical opposites that are logically opposed to each other.

...the

foreground

Practice
"The Modernist Artist eliminates representation and decoration, and seeks purity of form and material.

This compulsion is driven by the fetish of the aura, for as mechanical reproduction becomes ever more mimetically efficient, so aura as a commodity becomes ever more

Audien

in

Morte

Gestalt theory - proximity - layering
pushing things together
affect of performance other space

Algorithm

audience

small com

aside by

Plato believed

Documentary modes of engagement

Hill, A. 2008

Butoh

Animation

Video circuits Experimental
films

Problematic
audience
seeing

...the sender-message receiver model
Shannon + Weaver (1949)

foregrounding the interaction/participation
of audience theory

Audience research
in the post-audience age
An introduction to

Morley + Barker

Active A.

David Ma
Journal o

eliminates
and seeks

Audience research
in the post-audience age
An introduction to
Morley + Barker

Algorithms controlling the
audience nation ^{bombard} in affect controlling
small communities being swept
aside by a mass public

Plato believed in censoring
thus to ensure against civic degeneration

Problematic - in what it is the audience believes they are seeing/witnessing

iver model
n + Weaver (1949)

/participation

the world is made up
of cinematic dreams

ence age
duction to
Active Audience Theory: Pendulums
+ Pitfalls

David Morley

Journal of Communications

V43 n4 p13-19 Fall 1993

auteur theory

The nouveau riches who are an important by-product of the capitalist system have felt especially bound to surround themselves with works of fine art, which being rare are also costly